

NEC

National Broadcasting Company, Inc.

Thirty Rockefeller Plaza  
New York, N.Y. 10020 212-664-4611

Lester M. Crystal  
President  
News Division

December 12, 1977

Dear Friend:

For the eighth time since 1963, NBC News will preempt an entire evening of prime-time television programming to present a sweeping 3-hour examination of medical care in America. The date is Tuesday, January 3 from 8:00 p.m. to 11:00 p.m. (New York time).

The program, "Medicine in America: Life, Death and Dollars" in production since last July, will range over the medical-industrial complex, medical education, unnecessary surgery, malpractice, medical economics, iatrogenics (medically induced disease or injury), the history of medical care throughout the world, diseases (prevention and treatment) and the new developments in technology and biomedical research.

NBC News has undertaken this vast project for a number of reasons but an outstanding one involves the cost of medical care: if those costs continue to rise at today's rate, by the year 2020 they could equal the gross national product, with no guarantee that the best medical care will be available to all.

It is a subject which I believe merits your interest and I have taken the liberty of calling it to your attention.

Cordially,

*Lester M. Crystal*

EXECUTIVE SECRETARY

*Public Affairs*

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